



Broward County

Legislation Details (With Text)

File #: 20-1442 **Version:** 1

Status: Agenda Ready

In control: OFFICE OF PUBLIC COMMUNICATIONS

On agenda: 9/22/2020 **Final action:** 9/22/2020

Title: MOTION TO APPROVE Agreement between Broward County and Adept Public Relations, LLC, for Request for Proposals (RFP) No. GEN2119422P1, Communication and Marketing Services, for the Broward County Office of Public Communications, Mobility Advancement Program, and other County agencies, in the maximum not-to-exceed amount of \$787,500 for the initial three-year term, and authorize the Director of Purchasing to renew the Agreement for two one-year periods, for a five-year potential estimated amount of \$1,312,500, and authorize the Mayor and Clerk to execute the same.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Exhibit 1 - Agreement Summary, 2. Exhibit 2 - Agreement, 3. Exhibit 3 - OESBD Compliance Memo dated November 7, 2019

Date	Ver.	Action By	Action	Result
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Broward County Commission Regular Meeting

Director's Name: George Tablack

Department: Finance and Administrative Services **Division:** Purchasing

Information

Requested Action

MOTION TO APPROVE Agreement between Broward County and Adept Public Relations, LLC, for Request for Proposals (RFP) No. GEN2119422P1, Communication and Marketing Services, for the Broward County Office of Public Communications, Mobility Advancement Program, and other County agencies, in the maximum not-to-exceed amount of \$787,500 for the initial three-year term, and authorize the Director of Purchasing to renew the Agreement for two one-year periods, for a five-year potential estimated amount of \$1,312,500, and authorize the Mayor and Clerk to execute the same.

Why Action is Necessary

In accordance with the Broward County Procurement Code, Section 21.31.a.4, Board approval is required for awards exceeding \$500,000.

What Action Accomplishes

Provides communication and marketing services for the Mobility Advancement Program and Office of Public Communications and other County agencies for project-specific communication and marketing services.

Is this Action Goal Related

No

Previous Action Taken

None.

Summary Explanation/Background

THE PURCHASING DIVISION AND THE MOBILITY ADVANCEMENT PROGRAM RECOMMEND APPROVAL OF THE ABOVE MOTION.

The Office of Economic and Small Business Development established a County Business Enterprise (CBE) participation goal of 30% for this project. Adept Public Relations, LLC (Adept) has committed to meet the CBE participation goal (Exhibit 3).

The purpose of this agreement (Exhibit 2) is to engage the services of a marketing and communications firm to provide branding, media and marketing services, digital content delivery services, and video scripting and production services for the Mobility Advancement Program and, as needed provide these services for project-specific work to the Office of Public Communications and other County agencies.

On June 11, 2019 (Item No. 74), the Board authorized the County Administrator to take any and all necessary actions as needed - including approval of Request for Proposals - during the 2019 Board Summer Recess.

On August 21, 2019, the County Administrator approved RFP No. GEN2119422P1 for advertisement.

On August 22, 2019, RFP No. GEN2119422P1 was competitively advertised. The solicitation was advertised from August 22, 2019 through September 20, 2019. Ten submittals were received to the solicitation.

On December 4, 2019, a Combination Evaluation Committee meeting was held. The Evaluation Committee determined that five of the ten proposing firms were both responsive and responsible to the requirements of the RFP. The five firms provided presentations to the Evaluation Committee who then proceeded with scoring and ranking the five firms.

The Evaluation Committee ranked the firm, Adept, as number one for the Category(s): 1 - Branding Media and Marketing Services, 3 - Digital Content Delivery Services, and 4 - Video Scripting and Production. The Evaluation Committee ranked the firm, Cornerstone Solutions Florida, LLC, as number one for the Category: 2 - Crisis Communications Services.

The Evaluation Committee's proposed recommendation of ranking was posted on the Purchasing Division website from December 12-16, 2019, which provided an opportunity for any proposer or interested party to present any new or additional information regarding the responsibility of the proposers. There was no additional information submitted within this timeframe.

The Evaluation Committee's final recommendation of ranking was posted on the Purchasing Division website from December 17-23, 2019, which provided an opportunity for any aggrieved proposer to file a formal protest. During this timeframe, the Board and the County Auditor were also notified of the Evaluation Committee's final recommendation of ranking. This notification provided an opportunity for

any member of the Board to request that the item be presented to the Board for action. During this timeframe, there was no protest filed and there was no request to have the item presented to the Board for action.

On January 16, 2020, the County Auditor issued the County Administrator with Advisory No. 133 to communicate concerns and make recommendations regarding RFP No. GEN2119422P1, Communication and Marketing Services. Advisory No. 133 included recommendations that the Board 'reject all' proposers under the current solicitation. Additionally, the County Auditor recommended a revised solicitation be developed to address all concerns listed in Advisory No. 133.

On March 10, 2020 (Item No. 52 A and B), the Board considered the Motions: (A) Reject all proposals for Request for Proposals (RFP) No. GEN2119422P1 and (B) Authorize the County Administrator to approve Request for Proposals (RFP) No. GEN2119422P2. In consideration of the Motion(s), the Board directed the County Administrator to negotiate a contract with Adept for the three categories of services that Adept was ranked number one on RFP GEN2119422P1 with a certain amount at an hourly rate subject to funding as stated by the Office of the County Attorney.

The County held three negotiation meetings: July 2, 2020, July 10, 2020, and August 20, 2020. These meetings were attended by representatives of Adept Public Relations, LLC, the Finance and Administrative Services Department, the Office of Public Communications, the Office of the County Attorney, and the Purchasing Division.

Additional supporting documentation provided to the Evaluation Committee regarding this procurement can be found on Broward County's Purchasing Division website at:
<http://www.broward.org/Purchasing/Pages/Repository.aspx>.

Source of Additional Information

Brenda J. Billingsley, Director, Purchasing Division, (954) 357-6070

Fiscal Impact

Fiscal Impact/Cost Summary

Each requirement processed against this open-end contract will be funded by the appropriate source at the time of release.

Requisition No. OPC0000374